



# CONCRETE APPLICATIONS FOR POLICY MAKERS AT EU AND NATIONAL LEVEL

Michele Cecchini  
OECD – Health Division





# Modelling a Bright Future for the Healthcare Sector

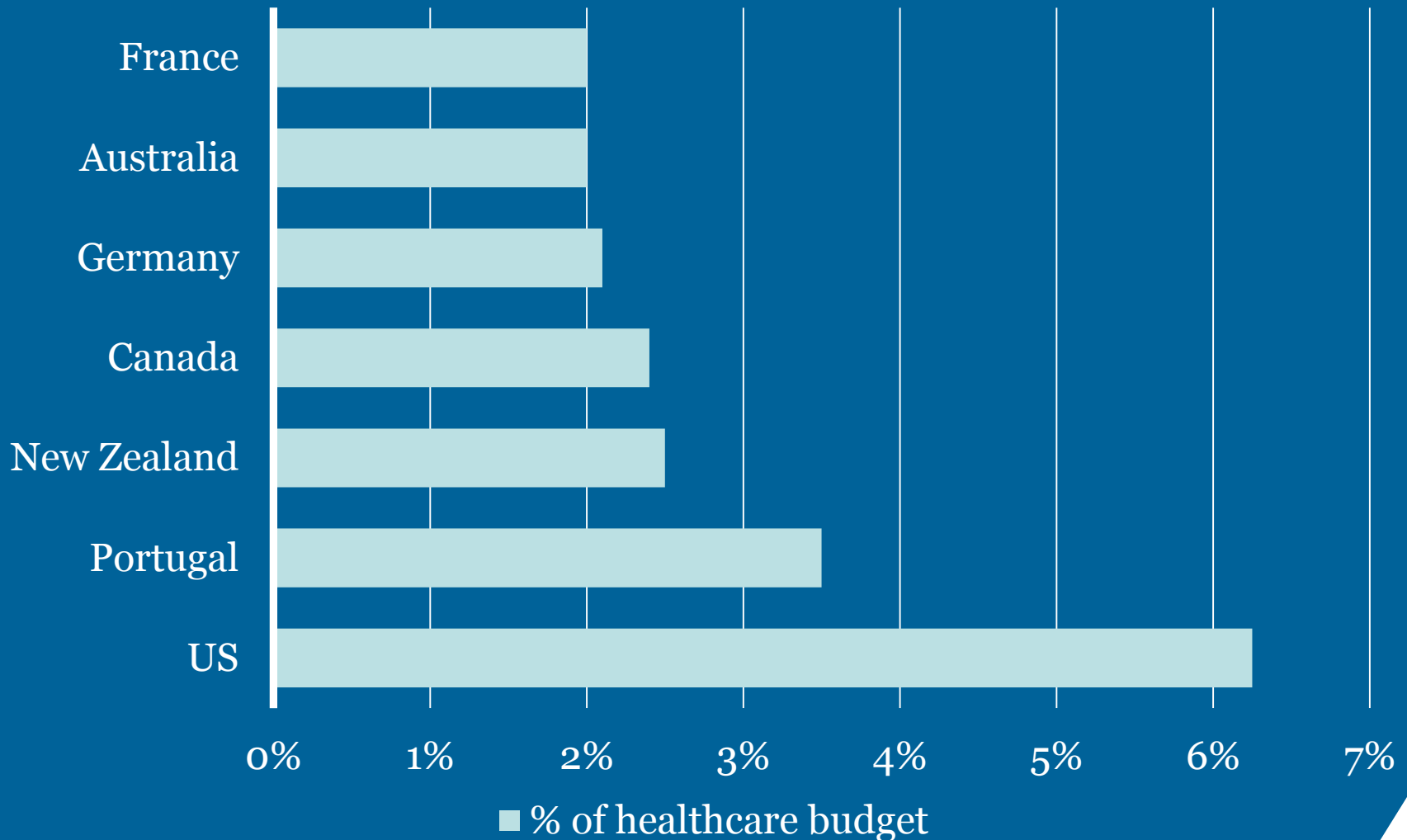
Why do we  
do  
economic  
evaluation  
in health?

To evaluate the  
burden of diseases

To evaluate the  
impact of policies

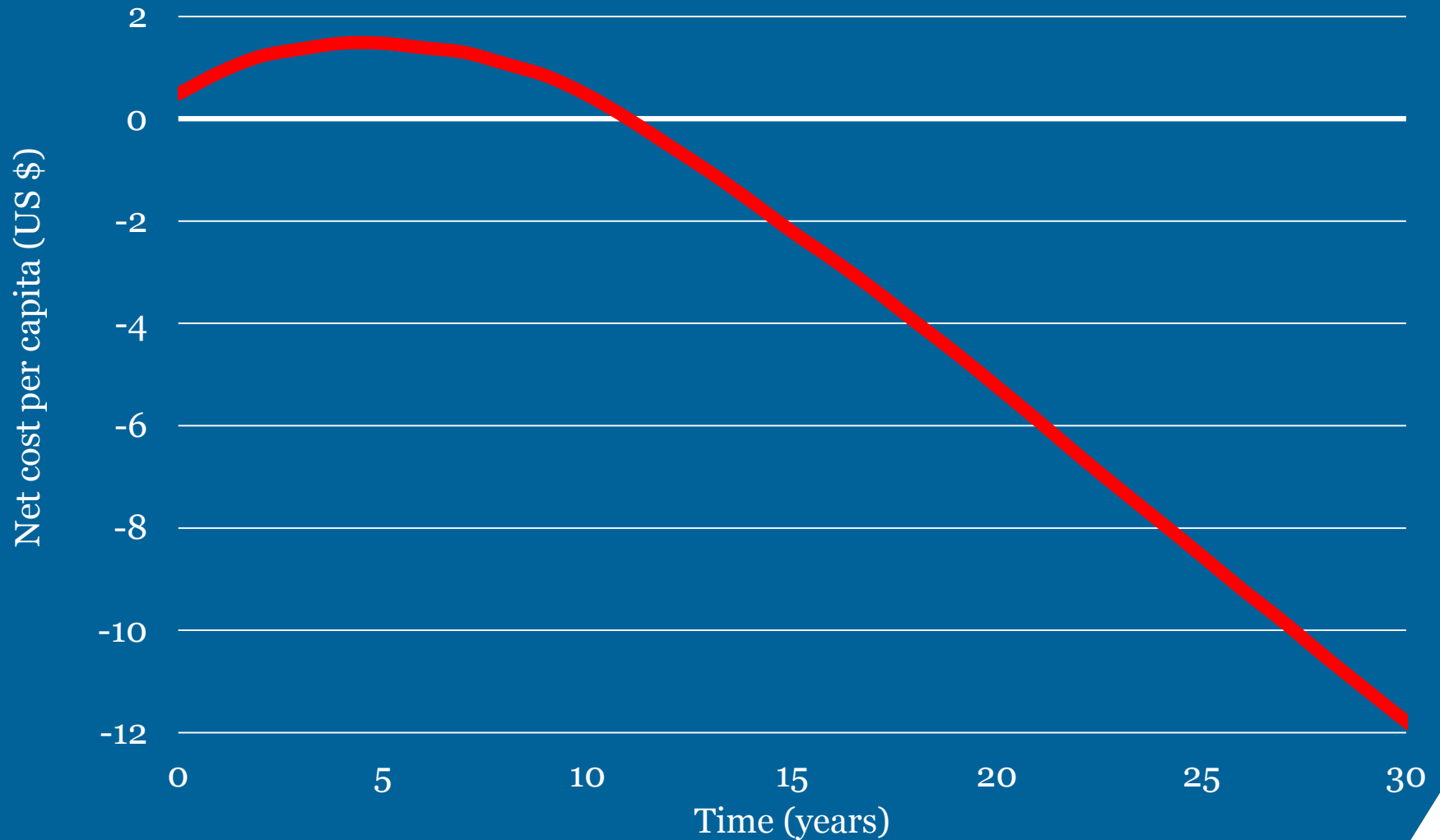


# Evaluating the Economic Burden: Cost of Obesity in Selected OECD Countries





# Evaluating the Impact of Policies: Financial Impact of Preventing Obesity in Brazil





# The Advantages of Modelling

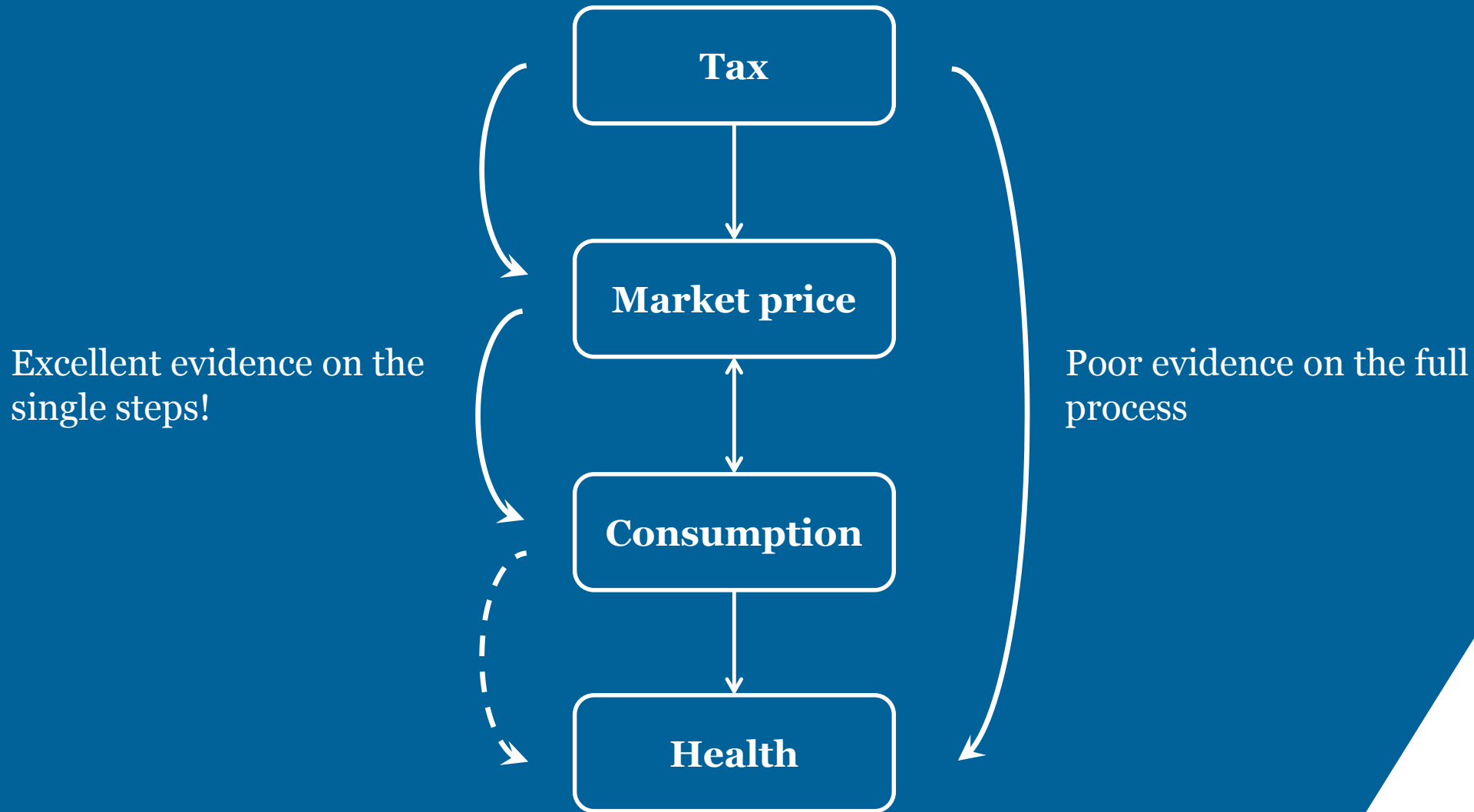
---

- Provide answers to “what if” scenarios
- Reveal the logical connections between the different inputs and between inputs and outputs
- Combining information from various sources to obtain answers



# Combining information

## The Case of Fiscal Policies





# 9 Global Targets to Tackle NCDs by 2025

---

1. -25% of premature mortality from CVDs, cancer, diabetes, COPD
2. -10% of harmful use of alcohol
3. -10% in prevalence of insufficient physical activity
4. -30% in mean population intake of salt/sodium
5. -30% in prevalence of current tobacco use in persons aged 15+
6. -25% in the prevalence of raised blood pressure / contain the prevalence of raised blood pressure
7. Halt the rise in diabetes and obesity
8. 50% of eligible people receive drug therapy and counselling (including glycemic control) to prevent heart attacks and strokes.
9. 80% availability of the affordable basic technologies and essential medicines, including generics, required to treat major NCDs in both public and private facilities.



# What Policy-Makers Need to Know

---

- Does a policy improve health?
- Does it reduce health expenditure?
- Does it improve health inequalities?
- Is it cost-effective?
- When will desired effects show up?





# Best Buys (Primary Prevention)



FIRST GLOBAL MINISTERIAL CONFERENCE ON  
HEALTHY LIFESTYLES AND  
NONCOMMUNICABLE DISEASE CONTROL

28-29 April 2011  
Moscow,  
Russian Federation

ПЕРВАЯ ГЛОБАЛЬНАЯ МИНИСТЕРСКАЯ КОНФЕРЕНЦИЯ ПО  
ЗДОРОВОМУ ОБРАЗУ ЖИЗНИ И  
НЕИНФЕКЦИОННЫМ ЗАБОЛЕВАНИЯМ



## Tobacco

Protect from tobacco

Warn about danger

Bans on advertisement

Raise taxes

## Alcohol

Restrict access

Bans on advertisement

Raise taxes

## Diet

Reduce salt

Replace trans fat

Promote public awareness

## Physical activity

Promote public awareness

## Infections

hepatitis B vaccination



# A Comprehensive & Affordable Prevention Package

---

## High-income Countries

---

Mass media campaigns

Compulsory food labelling

Self-regulation of food advertising to children

(targets agreed with govts & independent monitoring)

Physician-dietician counselling

School-based interventions

---

Canada

24.03 \$/cap

Europe

22.45 \$/cap

## Emerging Economies

---

Mass media campaigns

Compulsory food labelling

Government regulation of food advertising to children

Fiscal measures

Brazil

0.40 \$/cap

China

0.20 \$/cap

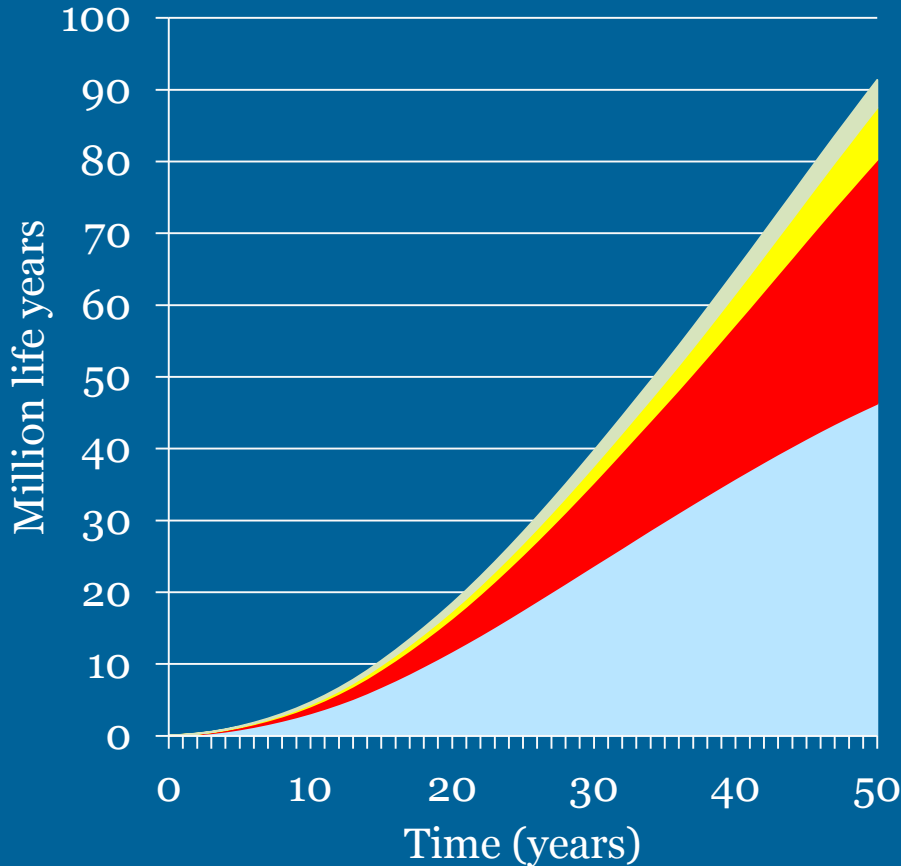
---



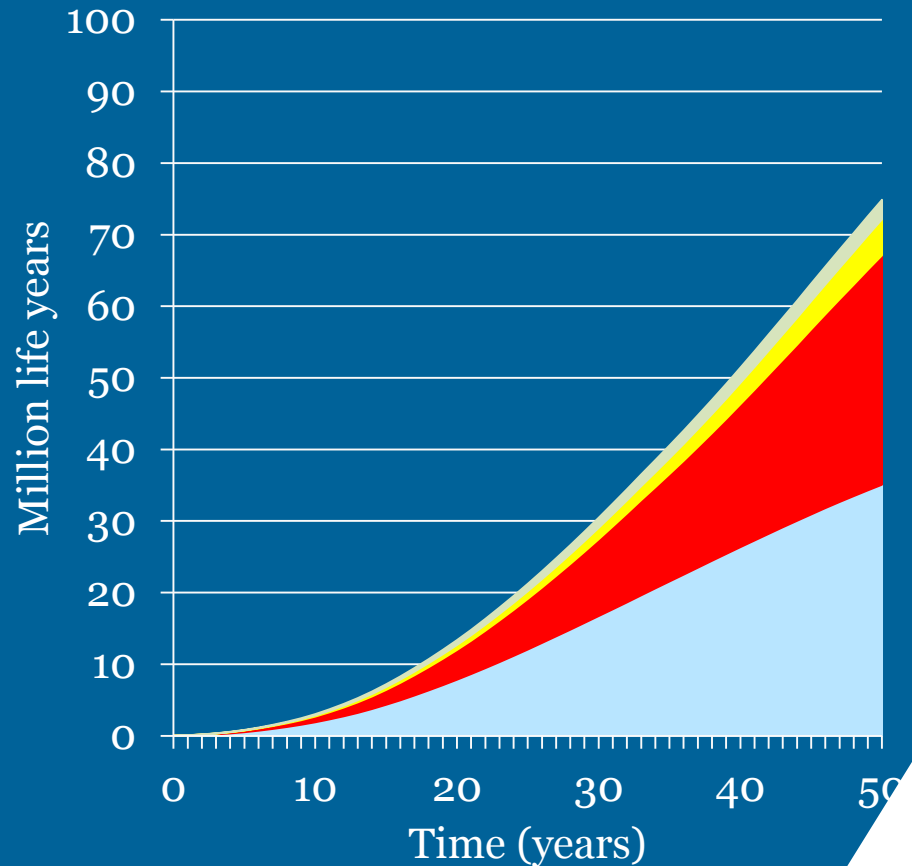
# Preventing Obesity Keeps Healthy

## Years of Life Free of NCDs

### Cancers (lung, colorectal, breast)



### Cardiovascular diseases

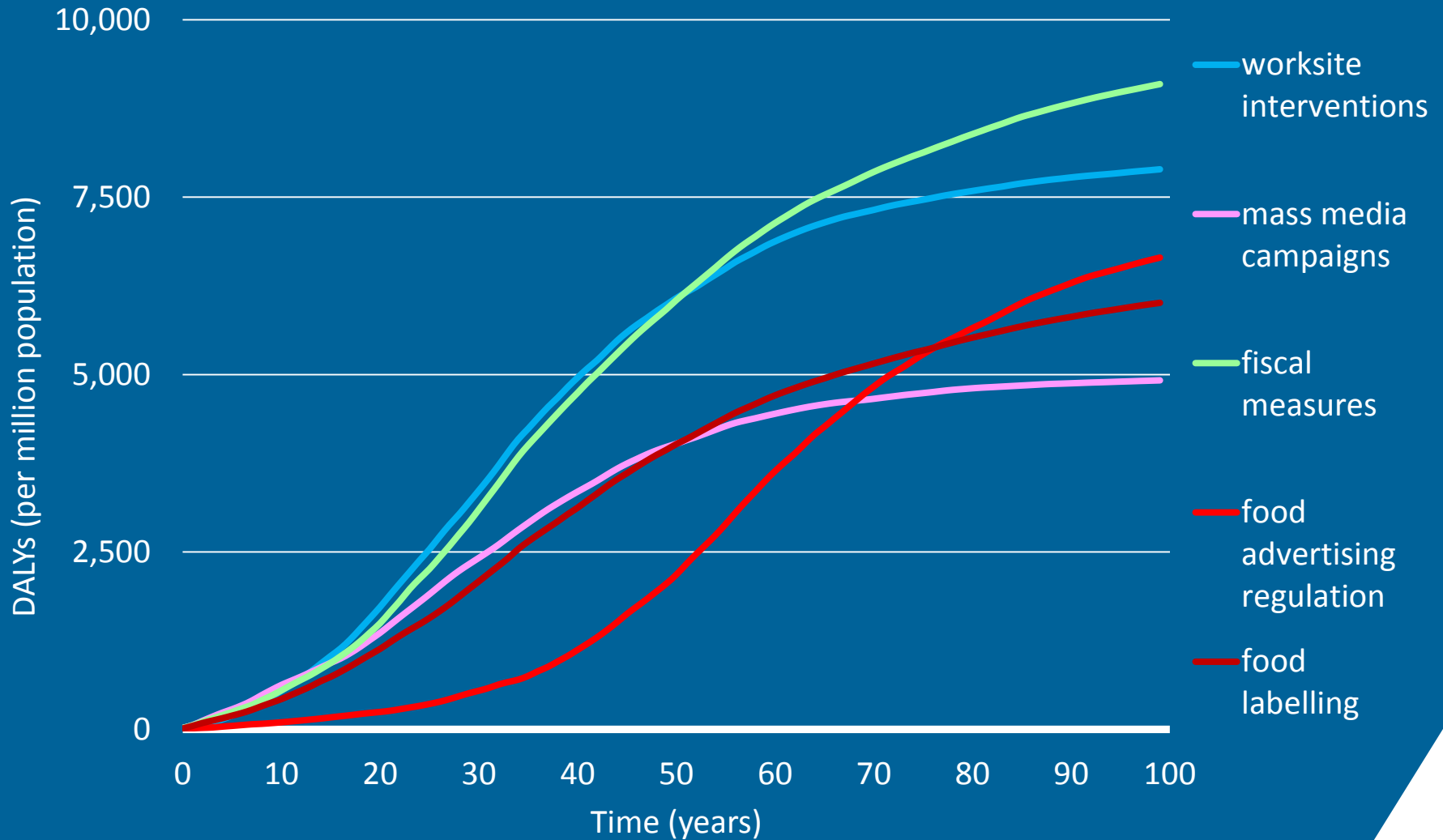


■ Europe   ■ China   ■ Brazil   ■ Canada



# Health Outcomes over Time

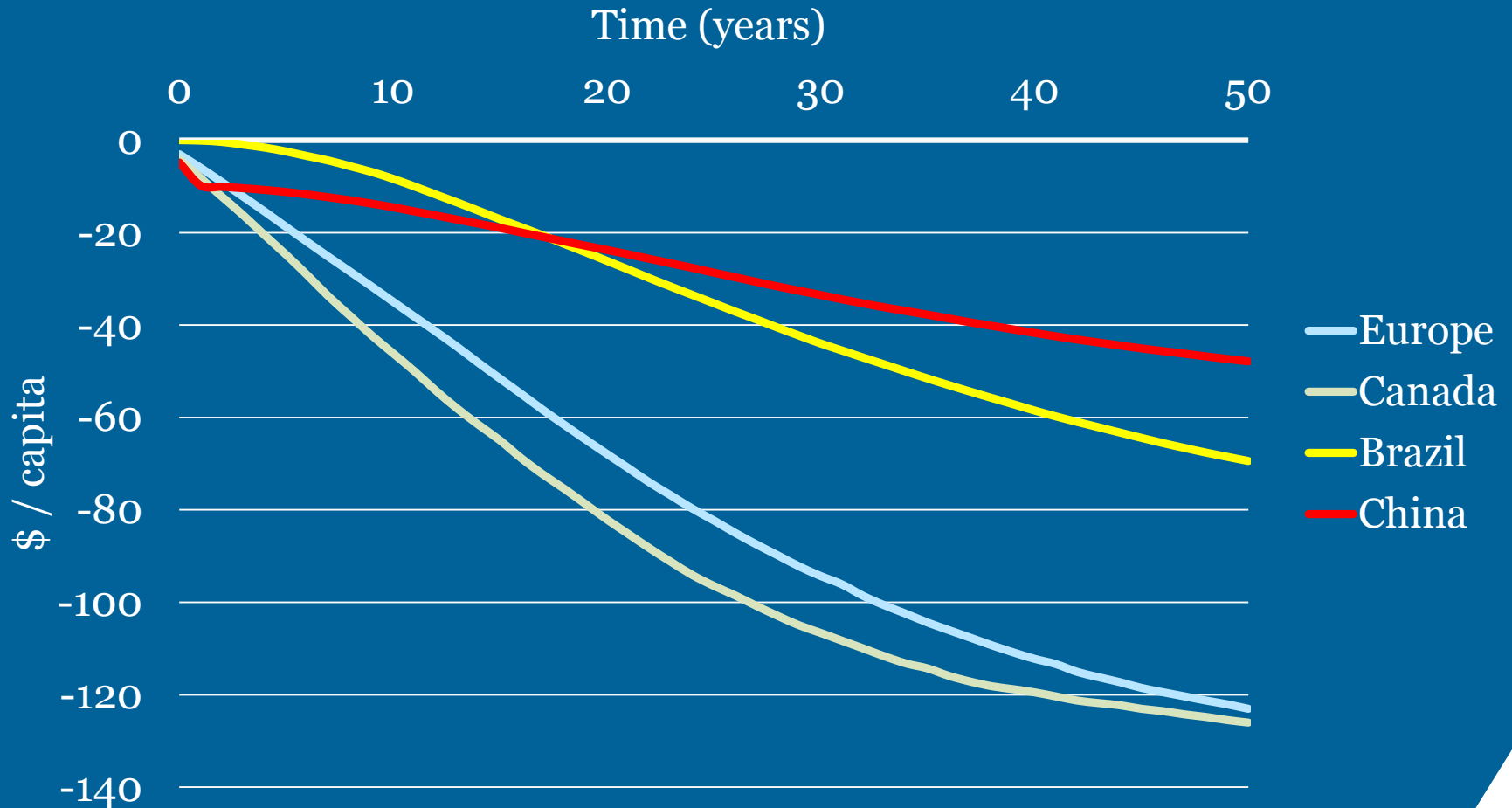
England





# Preventing Obesity is a Good Investment

## Impact on Health Expenditure

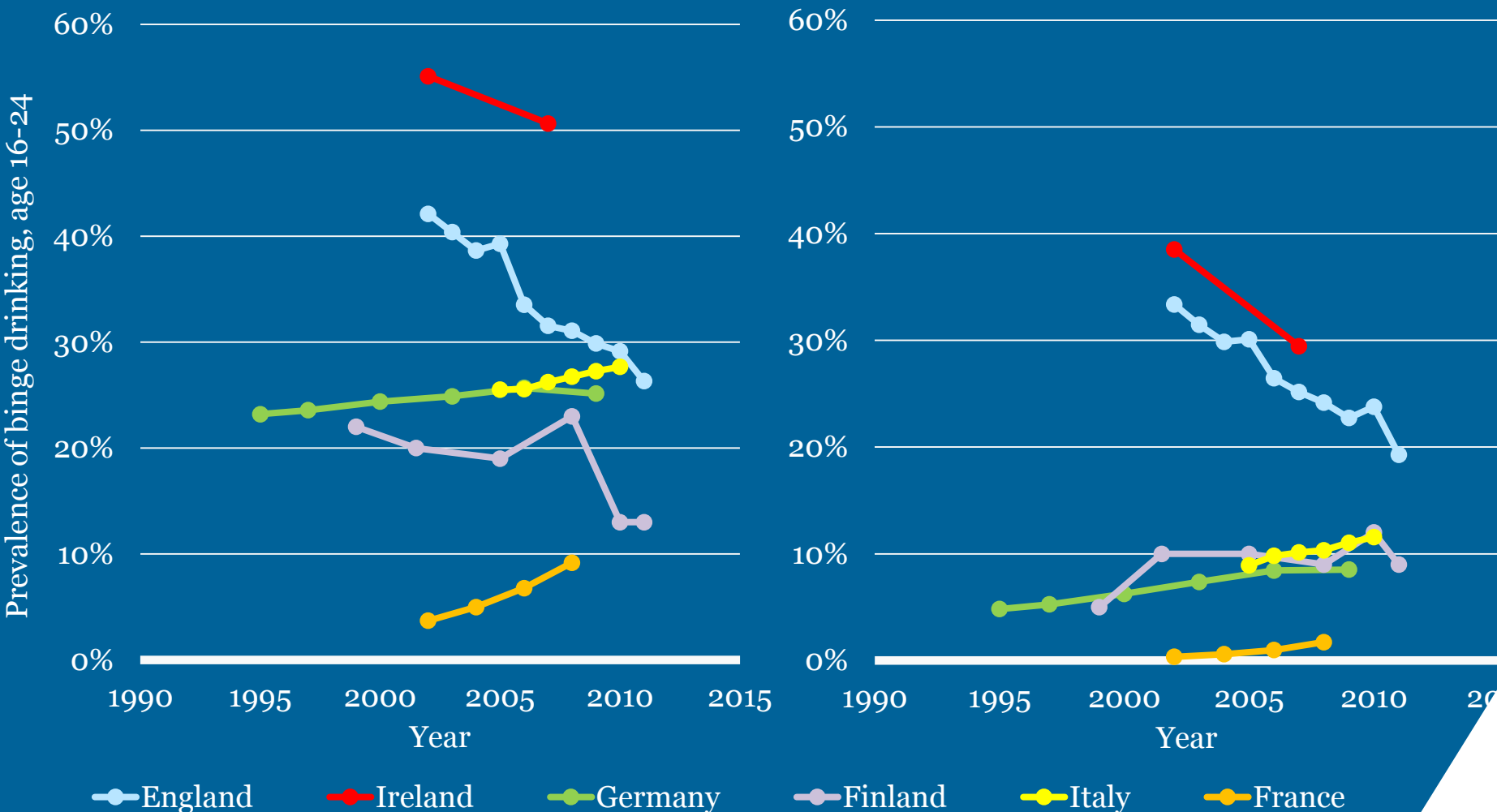




# Binge Drinking is Increasing Among Young Adults in Continental Europe

## Men

## Women



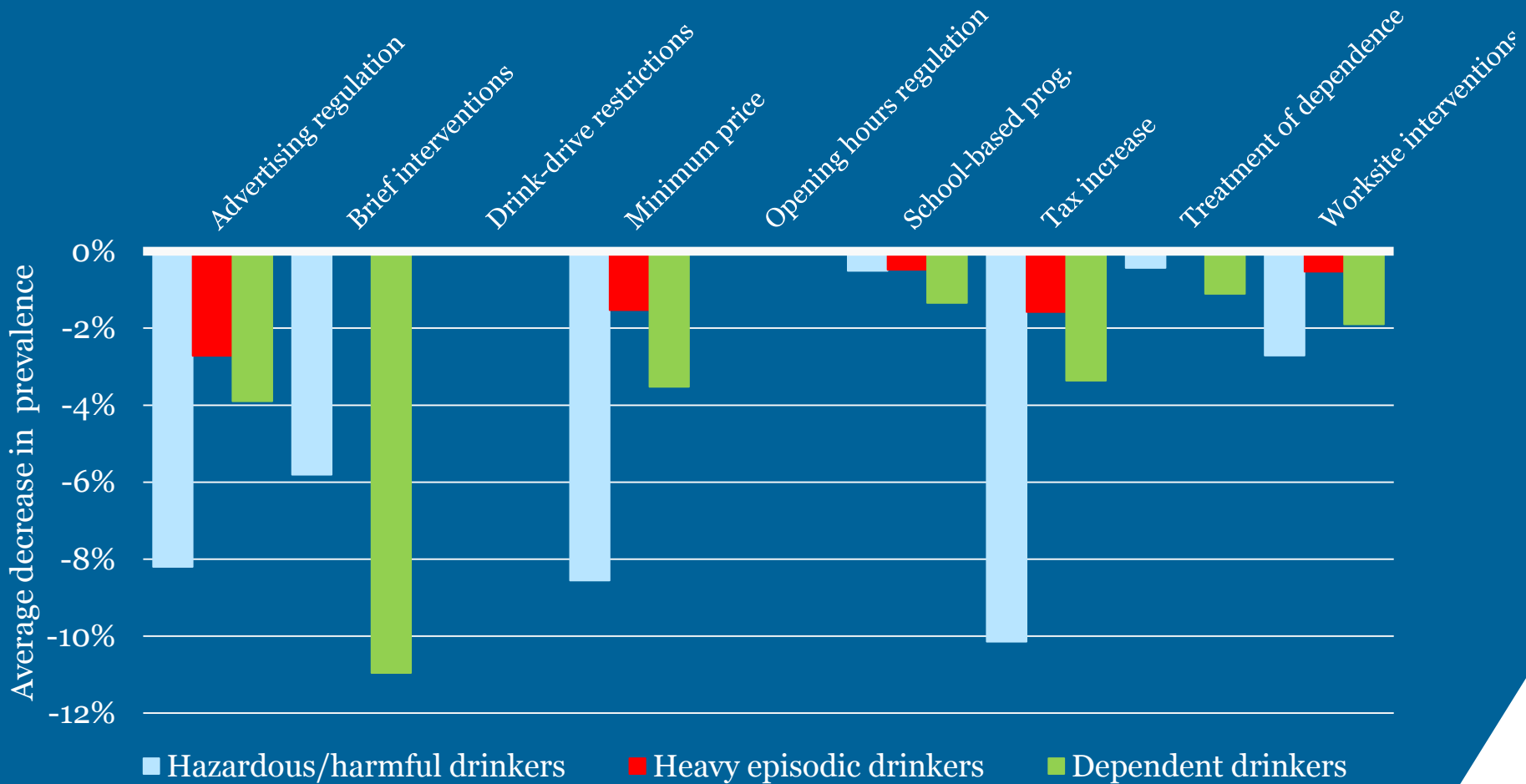


# Alcohol Policy Options Assessed

	<b>Price policies</b>	<b>Regulation / enforcement</b>	<b>Education</b>	<b>Health care</b>
All consumption	Tax increase	Regulation advertising		Brief Intervention
Heavy use / dependence	Minimum pricing		School-based programmes	Drug / psychosocial therapy Workplace programmes
Injuries		Drink drive enforcement Limit opening hours		



# Prevention Decreases Dependency and Harmful and Binge Drinking, Germany



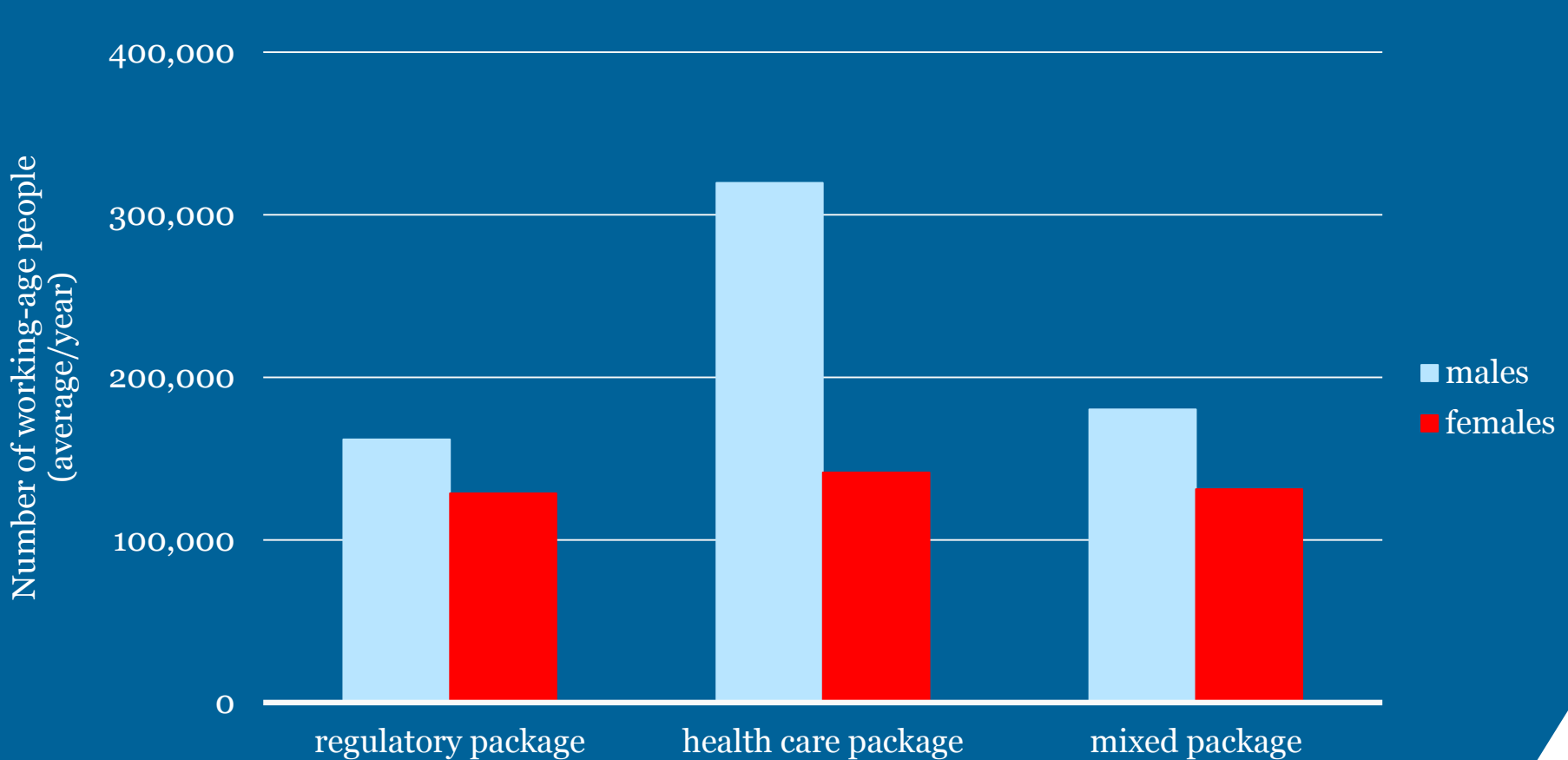
No effect on drinking modelled for drink-driving enforcement and limit opening hours





# Multiple Interventions Make the Workforce Healthier (Germany)

Number of working-age people freed of alcohol-related diseases

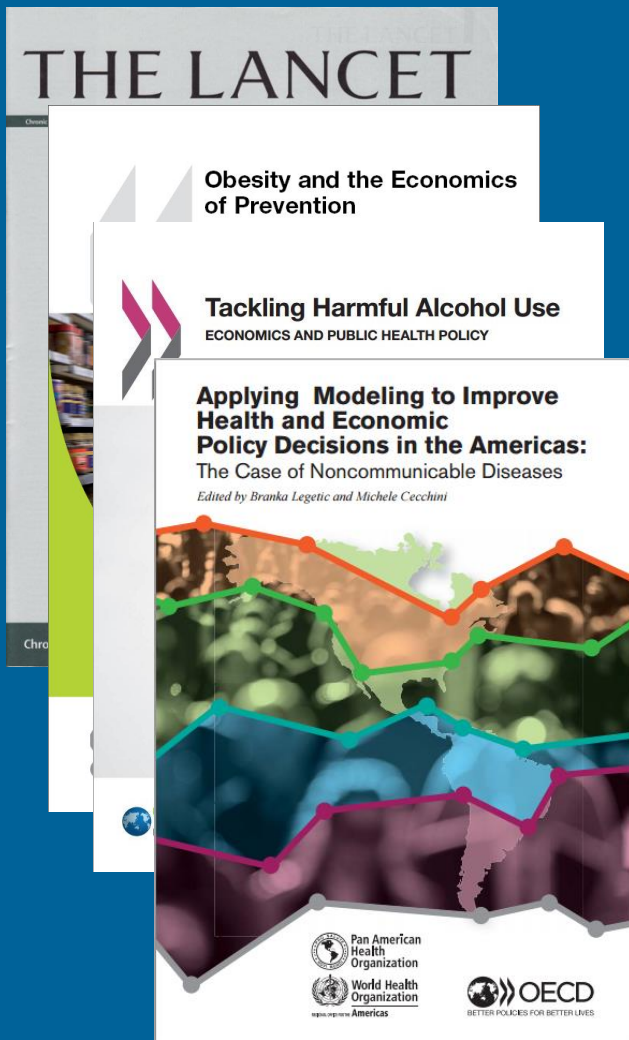


regulatory package  
health care package  
mixed package

Tax incr, drink-dr restr, treatm depend, open hrs reg  
Brief int, treatm depend  
Tax incr, open hrs reg, advert reg



# OECD Modelling Work to Trigger Policy Change



- Applying modelling to improve health and economic policy decisions in the Americas
- Tackling harmful alcohol use – economics and public health policy
- Lancet papers on NCDs and priority interventions
- WHO/OECD “Best buys” paper for the UN Summit on NCDs
- Obesity and the Economics of prevention – fit not fat
- OECD Health working papers